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comScore

Kaycee Woodward
Bowling Green State University, kmwoodw@bgsu.edu

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comScore

Audience Research Firm Presentation

By: Kaycee Woodward



Company Overview

comScore was established on July 26th, 1999, founded by Magid Abraham and Gian Fulgoni, with Bill Livek as CEO.

- This company focuses on measuring consumer audiences in advertisements and content.
- They do this with platforms such as TV's, smart phones, computers, etc. comScore's business is split into three sections including Analytics and Optimization, Ratings and Planning and Movies Reporting and Analytics.

Analytics and Optimization: Basically, it's evaluating advertising campaigns to see how brands can increase brand awareness, and optimize opportunities for the company.

Ratings and Planning: Helping find the most relevant and interactive audience.

Movies Reporting and Analytics: Measures the box office ratings and movie target audiences.



Company Overview

Countries/Markets Served

- **comScore** has 41 partnerships, including Adobe, Facebook, Media Ocean and Roku.
- Corporate Headquarters: Virginia
- International Headquarters: The Netherlands
- **Branch Offices:** Portland, Downtown Portland, Chicago, Evansville, Madison, New York, Los Angeles, Seattle, Fort Lauderdale, Boston and Toronto.
- Latin America Branch Office: Chile, Buenos Aires, Argentina, Brazil, Columbia, Mexico and Peru.
- Europe: UK, Paris, France, Finland, Germany, Norway, Spain, Sweden.
- Asia-Pacific: Singapore, Sydney, China, Hong Kong and India.
- **Markets:** Media companies, agencies and brands
- Such as: Advertising Agencies, Movie Studios, US Station Groups, Media Agencies, Online Properties and Internet Companies.



Company Overview

Client Portfolio

- Clients: Borgmeyer Marketing, KYC Agency, Centro, Oracle Data Cloud, TripAdvisor, InQuest, Secret Weapon Media Agency, Knorr Marketing, WBRE-TV, WIS-TV, Arsement Media Group
- Pepsi Case Study
- <https://www.comscore.com/Clients/Making-a-Splash-at-Super-Bowl-LIII-with-Pepsi-and-bubly>
- Knorr Marketing Case Study
- <https://www.comscore.com/Clients/Breaking-through-the-clutter-with-Knorr-Marketing>



Company Overview

Corporate Culture and Mission

- **Corporate Culture:**

- comScore is a very relaxed and interesting work environment. There is a lot of room for creativity, fun and business. This workplace has large boards for strategizing, games like Cornhole and Foosball, to give workers some time to enjoy and relieve stress in between work.
- There's some travel involved too.
- Giving to the community through charities and fundraisers.
- Happy hours and competitions to make employees bond and build team work.

- **Mission:**

- Their website said "Comscore's mission is to bring **trust** and transparency to media, empowering businesses to use data to drive **growth**. We unify consumer behavior across all platforms and screens to give our clients the measurement they need to plan, transact, and evaluate media with confidence."



State of The Company

- Revenues:

- Revenue of \$89.5 million in the first quarter of 2020

- Latest initiatives/New Services:

- A partnership with Live Ramp. Their website stated “We will be combining our expertise in TV and video consumption to build future solutions for both of our client bases, with an initial focus to deliver rich outcome-based solutions in a privacy-focused manner.”
- Made Covid-19 information
- Weekly audience insights - faster and unique custom reports
- Advanced audience segments - viewers on live sports for TV
- Quick Score TV - 48 hour local viewers insights



State of The Company

Current Executives of The Company

- Bill Livek
- Greg Fink
- Chris Wilson
- Sara Dunn
- David Algranati
- Carol Hinnant
- Brent Rosenthal
- Irwin Gotlieb
- Jacques Kerrest
- Kathi Love
- John K Martin Jr.



Career Opportunities

- 1. Product manager/digital audience
- 2. Sales Manager
- 3. Senior Compensation Specialist
- 4. General Accounting Manager
- 5. Senior Vice President, Corporate Controller
- 6. Senior Revenue Accountant
- 7. Senior Software Engineer

Qualifications:

- Minimum 3 years of working experience (accounting/managing/etc)
- Bachelor Degree
- Communication skills
- Organization/Planning
- Software Experience (Microsoft, Java, etc)
- Leadership skills
- Work with diverse teams
- Strong work ethic



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